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MIDTOWN/CULTURAL DISTRICT PLAN

The performing and visual arts are an important part of Boston's heritage and contribute greatly to this city's quality of life. The arts are also an asset to the local economy. Over $166 million was added to Boston's economy in 1984 by performing and visual arts.

In order to carry on the tradition of a thriving cultural life in Boston the BRA and the Mayor's Office of the Arts and Humanities are working together with local artists to formulate a plan that will address the needs of Boston's arts community and will revitalize the midtown area of downtown Boston. Boston's Theatre District has hosted the performing arts for more than 200 years. Yet today, almost half of the theaters in that area are dormant. Local artists are faced with a severe shortage of performance, rehearsal, storage, and office space.

The Midtown/Cultural District plan will transform the area into a concentrated center of cultural activity for Boston and all its neighborhoods. The overall plan will set height, density and design guidelines for new construction in the area and it will promote a mix of new cultural, office, retail, hotel and housing developments. Thirteen new mixed-use development sites will incorporate in their project proposals significant contributions to cultural uses in the planning area. The planning area encompasses Park Square, the Theater District, Downtown Crossing and the Bedford-Essex Street corridor. Elements of the plan include:

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- o Protecting existing active theatres and revitalizing dormant and under-utilized theatres for cultural uses;

- o Creating new spaces for cultural uses that meet the special needs of Boston's established and emerging artists;

- o Generating a plan to finance the construction and operation of cultural facilities that would be open to all Boston residents;

- o Linking the development of several prime sites in the midtown area to promote cultural uses;

- o Incorporating a mix of office, residential, cultural, retail, and public space uses that will transform the midtown into a part of the city that is alive at all times for all residents.

Planning Concept

Boston is one of very few cities which has a concentration of theaters in one district. The Midtown/Cultural District Plan will use this set of active and empty theatres as the basis for a performing and visual arts center to serve Boston, its neighborhoods and all of New England.

The plan will focus on strengthening the two concentrations of the seven existing theaters in the district as the "East" and "West" wings while using the large "Hinge Block" between them as a connecting Center for Fine Arts. The large theaters of the Cultural District will serve as its major institutions

providing identity and stability for the area. "Theatre Boulevards" will be developed along the fronts of these theatres creating a vital streetscape comparable in image and importance to Broadway in New York City.

Smaller entertainment uses will be prompted through the development of "Theatre Alleys." Playing a role similar to "Off-Broadway" in New York City, the "Theatre Alley" concept will focus on smaller scale activities. New and experimental productions, cabarets and nightclubs will be encouraged. Boylston Place and Warrenton Street are current examples of how the "Theatre Alley" concept can be realized.

The other main streets in the Midtown/Cultural District will act as connectors within the district and to adjacent neighborhoods as well. Ground floor uses such as art supply stores, restaurants, galleries and evening retail activities will be encouraged. A series of open and glass-covered public spaces and detailed information signage will also be an important addition to the district. Public gathering spaces for free performances or public displays of art will also support and encourage the pedestrian-related atmosphere of the district.

Design Study

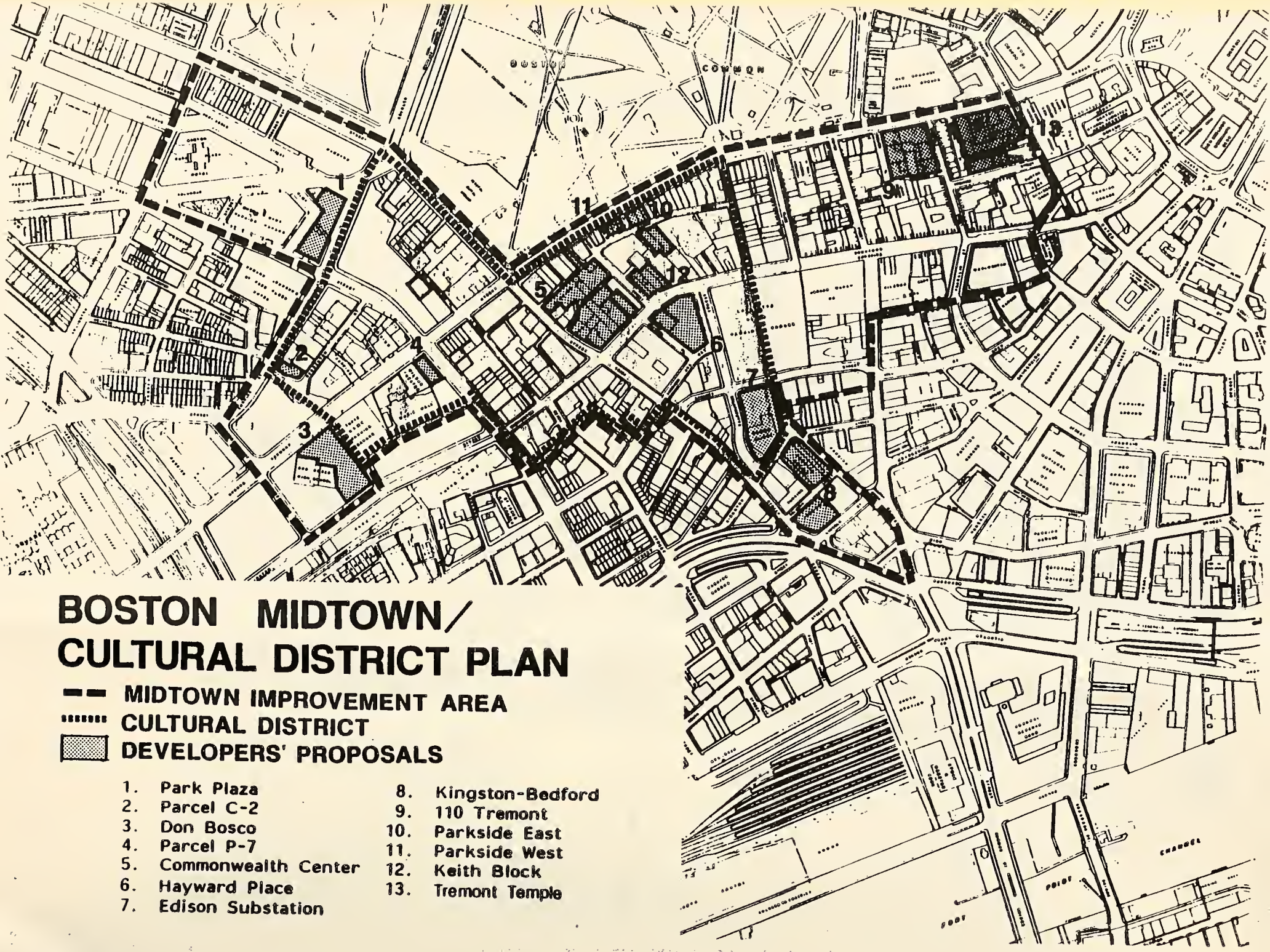
The city is currently working with the design firm of Kohn, Pederson, Fox to develop detailed design guidelines to document the plan's objectives of creating balanced development in the Midtown/Cultural District. The design study will focus on creating an image for the district through signage, active public spaces, and the detailed design guidelines that will blend new

development with the historic and cultural fabric of the Midtown/Cultural District. Transportation planning is also underway. A traffic pattern study will highlight the key traffic issues in the area and options to resolve them.

New Zoning

New zoning regulations will establish height and mass guidelines through a three-year community planning process. New zoning will link new development to the needs of local arts groups as determined through an assessment undertaken in conjunction with the Office of the Arts and Humanities. Linkages may take the form of cash contributions, joint ventures with local arts groups to develop cultural facilities, or contributions to on or off-site cultural facilities.

The strength of the Boston economy, and the deeply rooted community support for the arts are on the side of making a plan for the Midtown/Cultural District a success. Such a plan would being Boston closer to a network of cultural facilities and programs that would bring the arts to every resident of the city.



BOSTON MIDTOWN/ CULTURAL DISTRICT PLAN

- MIDTOWN IMPROVEMENT AREA
- CULTURAL DISTRICT
- DEVELOPERS' PROPOSALS

1. Park Plaza
2. Parcel C-2
3. Don Bosco
4. Parcel P-7
5. Commonwealth Center
6. Hayward Place
7. Edison Substation
8. Kingston-Bedford
9. 110 Tremont
10. Parkside East
11. Parkside West
12. Keith Block
13. Tremont Temple

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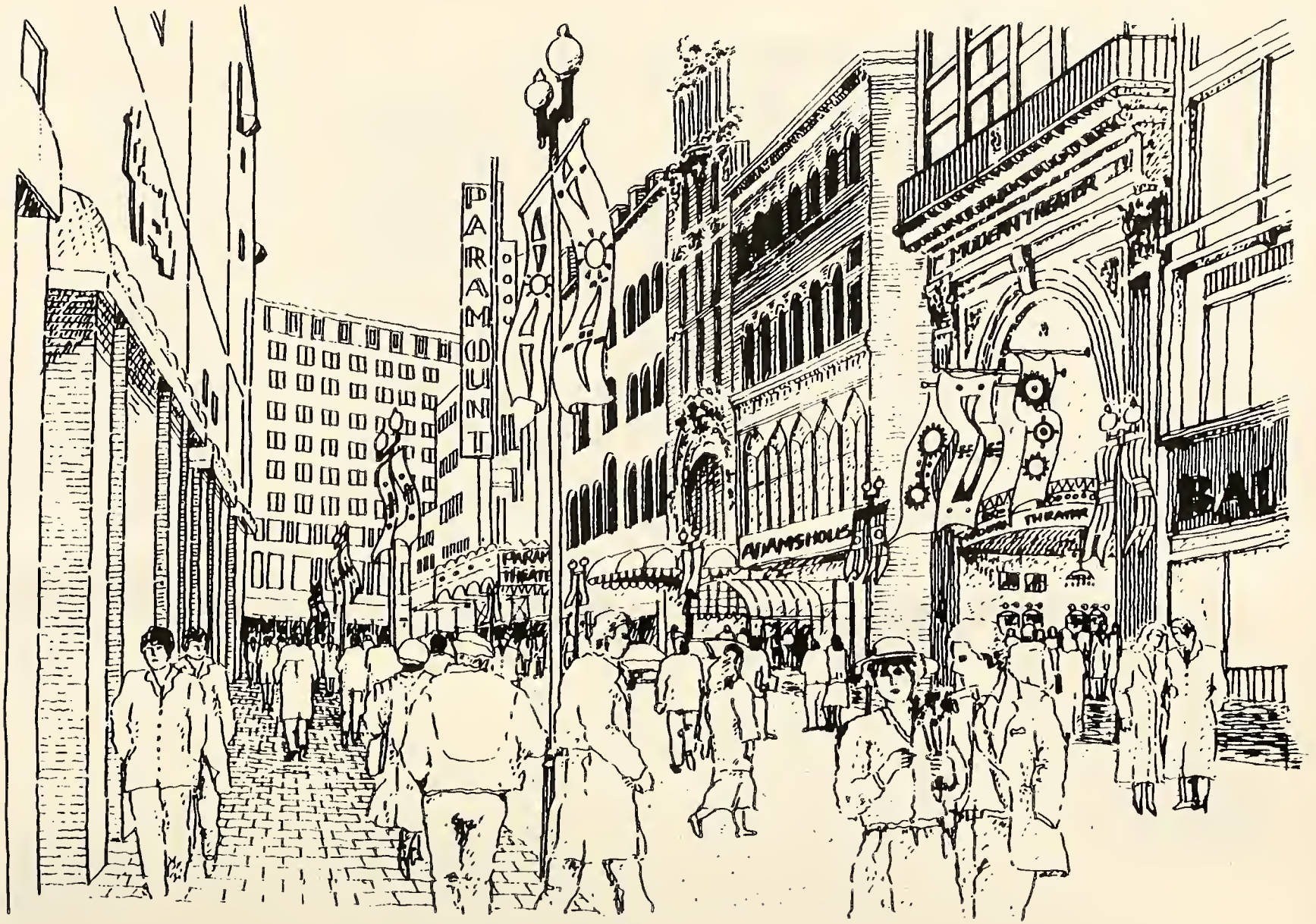
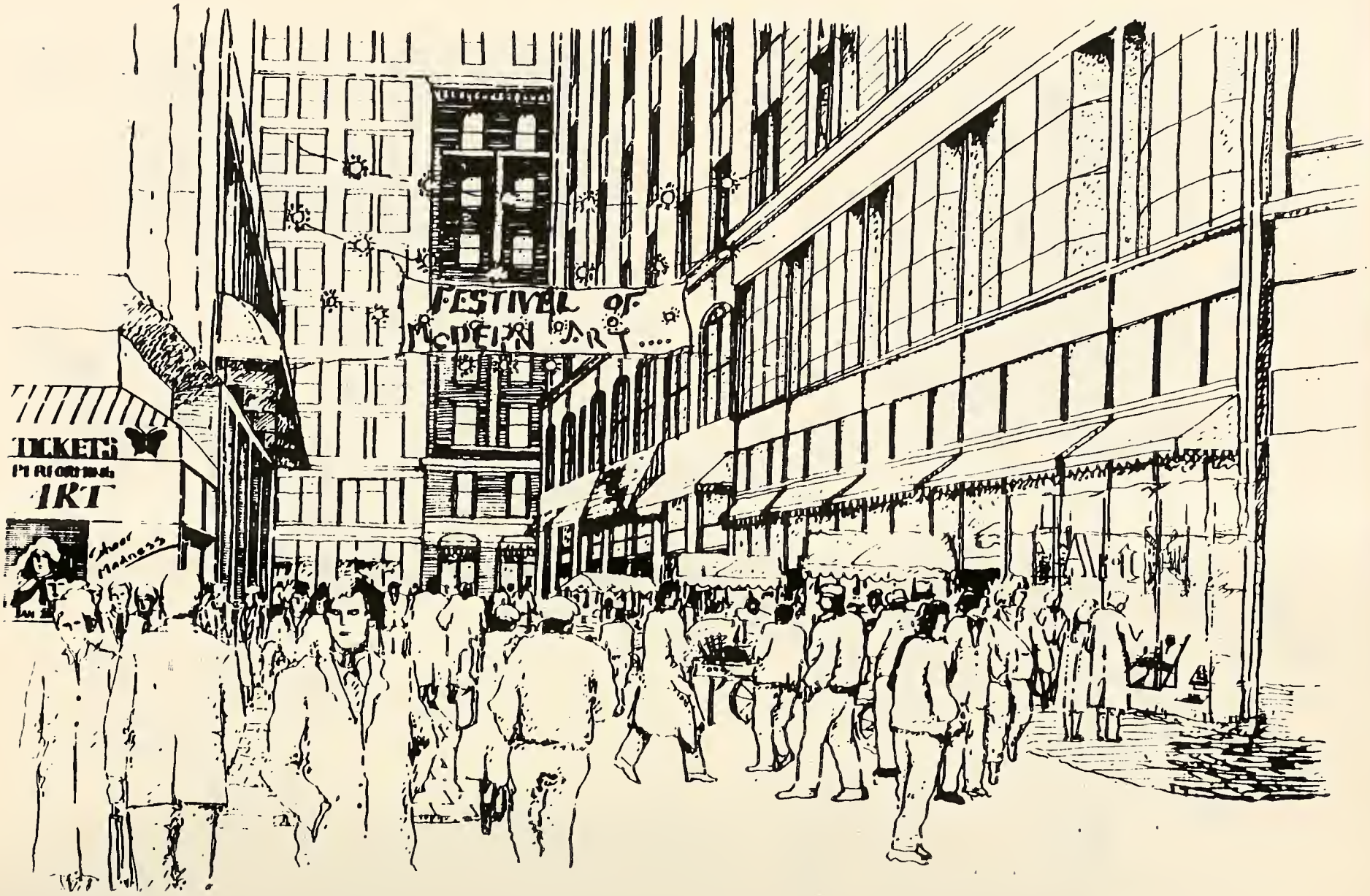
1 THEATER BOULEVARD/WASHINGTON STREET



2 THEATER ALLEY/HAYWARD PLACE



3 THEATER ALLEY/BOYLSTON PLACE

4 THEATER BOULEVARD/TREMONT STREET